

House File 409 - Introduced

HOUSE FILE 409

BY HIGHFILL

A BILL FOR

1 An Act relating to sports tourism by modifying the regional
2 sports authority district program, creating a sports
3 tourism program and sports program fund, and making an
4 appropriation.

5 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. Section 15E.321, subsection 4, Code 2015, is
2 amended to read as follows:

3 4. Each district shall be governed by a ~~seven-member~~ board
4 consisting of seven members appointed by the convention and
5 visitors bureau filing the application pursuant to subsection
6 2. At least three members of the board shall consist of city
7 council members of any cities located in the district. Each
8 board shall be responsible for administering ~~programs~~ projects
9 designed to promote ~~the activities enumerated~~ regional sports
10 authority district events described in subsection 3.

11 Sec. 2. Section 15E.321, Code 2015, is amended by adding the
12 following new subsection:

13 NEW SUBSECTION. 5. The authority shall use moneys provided
14 from the sports program fund to operate this program.

15 Sec. 3. NEW SECTION. 15E.322 **Sports tourism program.**

16 1. For purposes of this section and section 15E.323, "*board*"
17 means the vision Iowa board established in section 15F.102.

18 2. The authority shall establish and administer a sports
19 tourism program to provide financial assistance for projects
20 that promote professional and accredited college and university
21 sporting events in the state.

22 3. *a.* A convention and visitors bureau may apply to the
23 authority for a grant for a project that actively promotes
24 professional and accredited college and university sporting
25 events in the area served by the convention and visitors
26 bureau.

27 *b.* A convention and visitors bureau may apply for and
28 receive grants for more than one project.

29 *c.* A convention and visitors bureau may apply for a
30 multiyear grant or may apply for renewal of an annual grant if
31 certain metrics and return on investment estimates, as set by
32 the board by rule, are met.

33 *d.* A convention and visitors bureau may apply to the
34 board for financial assistance pursuant to this section and
35 a district's convention and visitors bureau may apply to

1 the authority for financial assistance pursuant to section
2 15E.321, but shall not receive financial assistance under both
3 provisions for the same event.

4 4. a. The authority shall forward all applications received
5 pursuant to this section to the board, and the board shall
6 review the applications and award grants on a competitive
7 basis.

8 b. The board shall consider the following when awarding
9 grants:

10 (1) Impact of the project on the local and state economy.

11 (2) Novelty and quality of a project.

12 (3) Project size and scope.

13 (4) Financial need of the applicant.

14 (5) Ratio of public-to-private investment.

15 (6) Potential to attract Iowans and out-of-state visitors.

16 (7) Amount of positive advertising or media coverage the
17 project generates.

18 5. An applicant is not required to demonstrate matching
19 funds in order to receive financial assistance pursuant to this
20 section.

21 6. The board shall not award to any individual project more
22 than one-third of the annual appropriation made to the sports
23 program fund for the sports tourism program.

24 7. A convention and visitors bureau may use funds received
25 under the program for marketing, hiring of temporary employees,
26 promotions, infrastructure, and other purposes to promote the
27 sporting event. The convention and visitors bureau may not use
28 funds received under the program as reimbursement for completed
29 projects.

30 8. A convention and visitors bureau receiving a grant shall
31 provide an annual report to the authority for years in which it
32 receives financial assistance under this section. The report
33 shall include the information the authority deems relevant.

34 Sec. 4. NEW SECTION. 15E.323 Sports program fund.

35 1. A sports program fund is created in the state treasury

1 under the control of the authority and consisting of moneys
2 appropriated by the general assembly and any other moneys
3 available to and obtained or accepted by the authority for
4 placement in the fund.

5 2. Moneys credited to the fund are appropriated to the
6 authority for purposes of providing financial assistance to
7 the regional sports authority districts certified pursuant
8 to section 15E.321 and to provide grants, as awarded by the
9 board, under the sports tourism program established in section
10 15E.322.

11 3. Not more than one percent of the moneys deposited in the
12 fund on July 1 of a fiscal year is allocated to the authority
13 for the purposes of administering the regional sports authority
14 program and the sports tourism program.

15 4. Moneys in the fund are not subject to section 8.33.
16 Notwithstanding section 12C.7, subsection 2, interest or
17 earnings on moneys in the fund shall be credited to the fund.

18 Sec. 5. Section 15F.103, Code 2015, is amended by adding the
19 following new subsection:

20 NEW SUBSECTION. 5. Review applications and award grants
21 pursuant to the sports tourism program.

22 Sec. 6. REGIONAL SPORTS AUTHORITY AND SPORTS TOURISM
23 APPROPRIATION. There is appropriated from the rebuild Iowa
24 infrastructure fund to the economic development authority for
25 the fiscal year beginning July 1, 2015, and ending June 30,
26 2016, the following amount, or so much thereof as is necessary,
27 to be used for the purposes designated:

28 For deposit in the sports program fund for the sports tourism
29 program, notwithstanding section 8.57, subsection 5, paragraph
30 "c":

31 \$ 9,500,000

32 For deposit in the sports program fund for equal
33 distribution to regional sports authority districts certified
34 by the economic development authority pursuant to section
35 15E.321, notwithstanding section 8.57, subsection 5, paragraph

1 "c":

2 \$ 500,000

3 EXPLANATION

4 The inclusion of this explanation does not constitute agreement with
5 the explanation's substance by the members of the general assembly.

6 This bill modifies the regional sports authority district
7 program, creates a sports tourism program, creates a sports
8 program fund, and makes an appropriation.

9 The bill creates a sports program fund under the control
10 of the economic development authority (EDA) to provide grants
11 under the regional sports authority districts program in
12 current Code section 15E.321 and the sports tourism program
13 in new Code section 15E.322. The bill limits the EDA's
14 administrative fee to 1 percent of the moneys deposited in the
15 fund on July 1 of a fiscal year.

16 The bill requires the EDA to establish and administer a
17 sports tourism program to provide financial assistance for
18 projects that promote professional and collegiate sporting
19 events in Iowa. A convention and visitors bureau can apply
20 to the EDA for such an event and the vision Iowa board will
21 receive and review those applications and award grants on a
22 competitive basis. A convention and visitors bureau may use
23 grant funds for marketing, hiring of temporary employees,
24 promotions, infrastructure, and other purposes to promote
25 the event. A convention and visitors bureau may apply for a
26 multiyear grant and may receive renewal of an annual grant if
27 certain conditions are met as set by the vision Iowa board. A
28 convention and visitors bureau may apply for and receive grants
29 for more than one project. The vision Iowa board may not award
30 more than one-third of the annual appropriation made to the
31 sports program fund for the sports tourism program for any
32 individual project. A convention and visitors bureau receiving
33 a grant shall provide an annual report to the EDA for years in
34 which it received financial assistance.

35 The bill includes a \$9.5 million appropriation from the

1 rebuild Iowa infrastructure fund to the EDA for FY 2015-2016
2 for deposit in the sports program fund for the sports tourism
3 program. The bill also includes a \$500,000 appropriation from
4 the rebuild Iowa infrastructure fund to the EDA for deposit
5 in the sports program fund for equal distribution to regional
6 sports authority districts certified by the EDA.